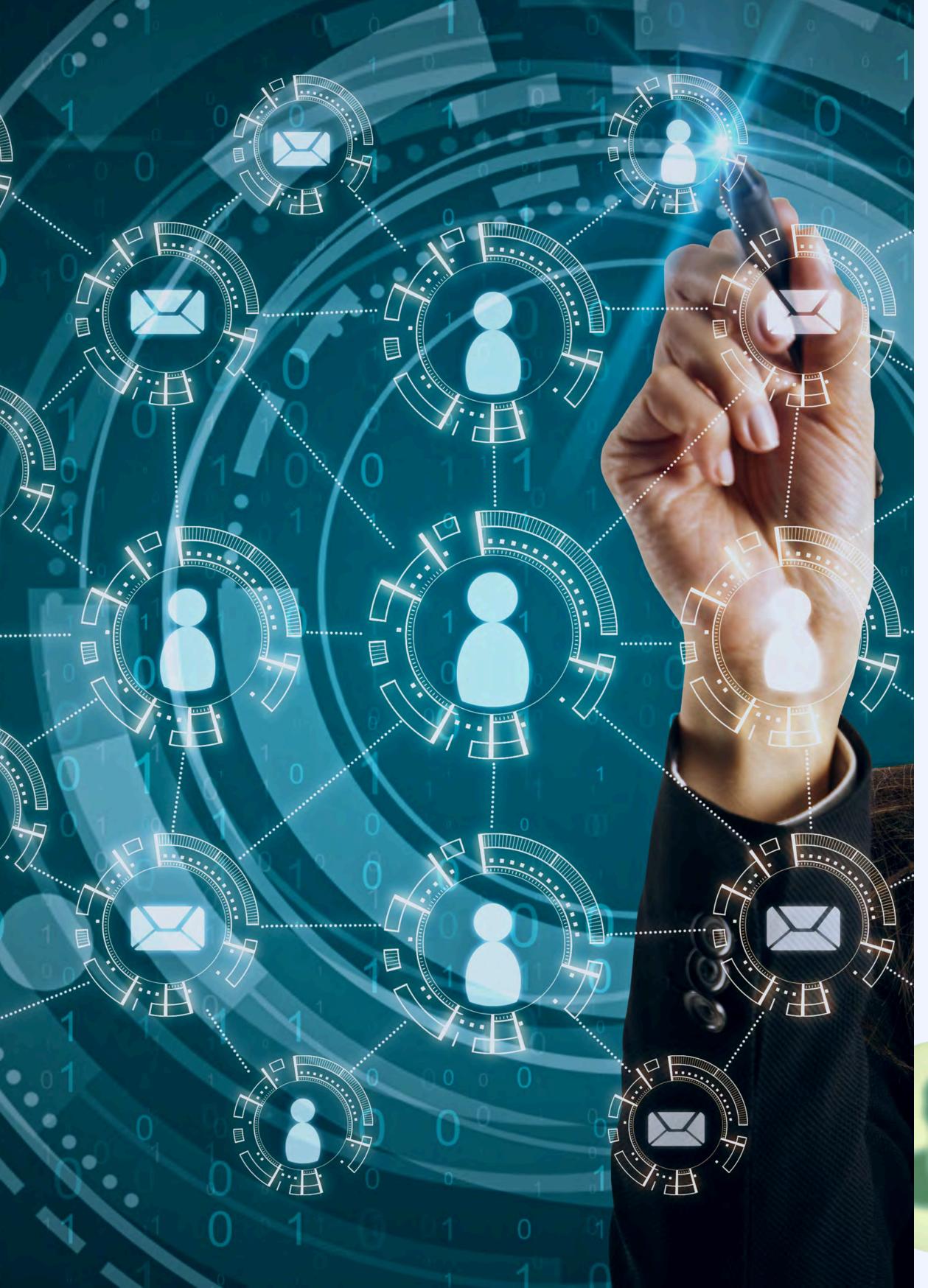






CERTIFIED MARKETING PROFESSIONAL



CERTIFIED MARKETING PROFESSIONAL (CMP)

The CMP is designed to introduce learners to the principles of marketing strategies in communications and to develop their knowledge and understanding of the formulation, implementation, and control of a marketing strategy that is implemented by the marketing function of an organization.





The course covers

Module 1: Marketing Communications

Module 2: Barriers to Communication

Module 3: Communication Strategies

Module 4: Branding and Integrated Marketing

Module 5: Marketing Communication Mix

Module 6: Social and Integrated Networking

Module 7: Media Planning and Strategy

Endorsed by:

Qualifi, UK's international awarding body

Approved and Attested by:

Knowledge and Human Development Authority, Government of Dubai

What Next:

Upon completion students may opt to do a CHRP course and together with CMP and CHRP may claim the Training Diploma in Executive Business Administation issued by Capital. The Training Diploma is also approved by the KHDA, Dubai.